

Faculty of Tourism and Hotel Management

Department of Travel & Tourism

Study Plan for BA in Tourism Management

BA degree in Tourism Management is awarded upon completion of the following requirements:

First: The University requirements to award bachelor degrees No. (6) 2008 issued according to the bylaws of the Degrees Statute No. (76) 1976.

Second: University requirements, 27 credit hours divided into 21 compulsory credit hours and 6 elective credit hours.

Third: The faculty requirements, 18 compulsory credit hours distributed as follows:

| Course No. | Course Title | C.H | Prerequisite |
|------------|--|-----|--------------|
| TM 100 | English for Tourism and Hospitality Purposes | 3 | |
| TM 101 | An introduction to International Tourism | 3 | |
| HM 101 | An introduction to International Hospitality | 3 | |
| TM 102 | Tourism in Jordan | 3 | |
| TM 105 | Research methods for Tourism and hospitality | 3 | |
| TM 110 | Tourism Communication skills | 3 | |

Fourth: The department requirements, 87 credit hours distributed as follows
Major specialisation 56 credit hours distributed as follows:

A. Mandatory courses 60 credit hours distributed as follows:

| Course No. | Course Title | C.H | Prerequisite |
|------------|--|-----|--------------|
| TM 103 | Archaeology of Jordan through the Ages | 3 | |
| TM 120 | Ancient Archaeology in Jordan | 3 | |
| TM 200 | Tourism Theory | 3 | TM 101 |
| TM 202 | Managing Travel Agencies | 3 | TM 101 |
| TM 215 | Psychology of Tourist Behaviour | 3 | TM 101 |
| TM 220 | Classical Archaeology in Jordan | 3 | TM 103 |
| TM 293 | Tourism and Hospitality Statistics | 3 | TM 101 |
| TM 310 | The Art of Tourism Guidance | 3 | TM 101 |

| | | | |
|---------|---|---|----------------|
| TM 311 | Geography and Geology of Jordan | 3 | |
| HM 319 | Managing MICE Tourism | 3 | TM 101, HM 101 |
| TM 320 | Nabataea's Archaeology in Jordan | 3 | TM 103 |
| TM 330 | Tourism and the Local Community | 3 | TM 101 |
| TM 350 | Field Training | 3 | TM 103 |
| HIS 376 | Modern and Contemporary History of Jordan | 3 | |
| TM 385 | Marketing for Tourism and Hospitality | 3 | TM 101, HM 101 |
| TM 420 | Islamic Archaeology in Jordan | 3 | TM 103 |
| TM 430 | Topics of Ancient Writings in Jordan | 3 | TM 103 |
| TM 451 | Tourism Information Systems | 3 | TM 200 |
| HM 483 | Total Quality Management in Hospitality | 3 | HM 101 |
| TM 490 | Graduation Project | 3 | TM 350 |

B. Elective Courses (6) Credit Hours to be selected from the following subjects:

| Course No. | Course Title | C.H | Prerequisite |
|------------|--|-----|----------------|
| SH IS 130A | Special Issues in Islamic Faith | 3 | |
| HM 201 | Managing Hotels and Restaurants | 3 | HM 101 |
| TM 212 | MICE Tourism | | |
| TM 216 | Tourism Products in Jordan | | |
| TM 222 | Cultural Communication in Tourism and Hospitality | 3 | |
| TM 233 | Tourism Strategic Planning | 3 | TM 101 |
| TM 291 | Tourism Legislation and Ethics | 3 | TM 101 |
| TM 351 | Managing Cultural Heritage Sites | 3 | |
| TM 361 | Eco tourism in Jordan | 3 | |
| TM 353 | E-Tourism | | |
| HM 381 | Human Resource Management in International Hospitality | | |
| TM 401 | Museology | 3 | |
| TM 431 | Tourism Transportation | 3 | TM 101 |
| TM 435 | Inter-Religious Dialogue and Cooperation | 3 | SH IS 103 |
| TM 450 | Interpretation and Presentation of Heritage Tourism | 3 | |
| TM 452 | Sustainable Tourism | 3 | TM,101, TM 200 |
| HM 481 | Human Resources Management in Hospitality | 3 | TM 101, HM 101 |
| TM 485 | Consumer Behaviour in Tourism and Hospitality | 3 | TM 101, HM 101 |
| HM 495 | Selective Topics in Hospitality Management | 3 | HM 101 |
| TM 499 | Special Topics in Tour Guidance | 3 | TM 310 |

2- Minor

Minor requirements (21 credit hours) Moder languages : English, French, Italian, Spanish, Russian, German , Hebrew conditioned to the approval of the Department and according to the study plans In the above department .

French Language courses: (21) credit hours
compulsory courses (15) credit hours)

French Course:

| Course No. | Course Title | Credit Hours |
|------------|---------------------------|--------------|
| ML.145 | Intensive French Course 1 | 6 |
| ML.146 | Intensive French Course 2 | 6 |
| ML241A | Comprehension and Writing | 3 |

+ (6) elective credit hours chosen from 200+as follows

| | | |
|---------|--|---|
| ML242A | Comprehension and Oral Expression 1 | 3 |
| ML243A | Comprehension and Writing 2 | 3 |
| ML244A | Comprehension and Oral Expression 2 | 3 |
| ML.246A | Language and Contemporary French Culture | 3 |
| ML.247 | Advanced Grammar | 3 |
| ML.248A | Introduction to Reading and Literary Analytic Skills | 3 |
| ML.341 | Introduction to Translation from French into Arabic | 3 |
| ML.351A | Appreciation of Literary Texts | 3 |
| ML.441 | Translation from French into Arabic 1 | 3 |
| ML.446 | French Linguistics | 3 |
| ML.447 | French Teaching Methodology | 3 |

II. German Courses

compulsory courses (15) credit hours)

| Course No. | Course Title | Credit Hours | Prerequisites |
|------------|----------------------------|--------------|---------------|
| ML.161 | German Language (1) | 3 | |
| ML.162 | German Language (2) | 3 | ML.161 |
| ML.166 | Intensive Course in German | 6 | ML.161 |

+ (6) elective credit hours chosen from 200+as follows

| | | | |
|---------|--|---|--------|
| ML.261A | Comprehension and Writing (1) | 3 | ML.161 |
| ML.262A | Comprehension and Oral Expression (1) | 3 | ML.161 |
| ML.263A | Comprehension and Writing (2) | 3 | ML.161 |
| ML.264A | Comprehension and Oral Expression (2) | 3 | ML.161 |
| ML.266A | Contemporary German Language and Culture | 3 | ML.161 |
| ML.267 | Advanced Grammar | 3 | ML.161 |
| ML.268A | Introduction to Reading and Analyzing in German Texts | 3 | ML.161 |
| ML.269 | German Phonetics | 3 | ML.161 |
| ML.361 | Introduction to Translation from German into Arabic and Vice versa | 3 | ML.161 |

III. Spanish Courses:

compulsory courses (15) credit hours)

| Course No. | Course Title | Credit Hours | Prerequisites |
|------------|----------------------|--------------|---------------|
| ML.171 | Spanish Language (1) | 3 | |
| ML.172 | Spanish Language (2) | 3 | ML.171 |
| ML.176 | Course in Spanish | 6 | ML.171 |

+ (6) elective credit hours chosen from 200+as follows

| | | | |
|---------|---|---|--------|
| ML.271A | Comprehension and Writing (1) | 3 | ML.171 |
| ML.272A | Comprehension and Oral Expression (1) | 3 | ML.171 |
| ML.273A | Comprehension and Writing (2) | 3 | ML.171 |
| ML.274A | Comprehension and Oral Expression (2) | 3 | ML.171 |
| ML.276A | Contemporary Spanish Language and Culture | 3 | ML.171 |
| ML.277 | Advanced Grammar | 3 | ML.171 |
| ML.278A | Introduction to Reading and Analyzing Spanish texts | 3 | ML.171 |
| ML.279 | Spanish Phonetics | 3 | ML.171 |
| ML.371 | Introduction to Translation from Spanish into Arabic and Vice Versa | 3 | ML.171 |

IV. Russian Courses:

compulsory courses (15) credit hours)

| Course No. | Course Title | Credit Hours | Prerequisites |
|------------|-------------------------------|--------------|---------------|
| ML.181 | Russian Language (1) | 3 | |
| ML.182 | Russian Language (2) | 3 | ML.181 |
| ML.186 | Intensive Course in Russian | 6 | ML.181 |
| ML.281A | Comprehension and Writing (1) | 3 | ML.181 |

+ (6) elective credit hours chosen from 200+as follows

| | | | |
|---------|---|---|--------|
| ML.282A | Comprehension and Oral Expression (1) | 3 | ML.181 |
| ML.283A | Comprehension and Writing (2) | 3 | ML.181 |
| ML.284A | Comprehension and Oral Expression (2) | 3 | ML.181 |
| ML.286A | Contemporary Russian Language and Culture | 3 | ML.181 |
| ML.287 | Advanced Grammar | 3 | ML.181 |
| ML.288A | Introduction to Reading and Analyzing Russian Texts | 3 | ML.181 |
| ML.289 | Russian Phonetics | 3 | ML.181 |
| ML.381 | Introduction to Translation from Russian into Arabic and Vice Versa | 3 | ML.181 |

V. Italian Courses:

compulsory courses (15) credit hours)

| Course No. | Course Title | Credit Hours | Prerequisites |
|------------|-------------------------------|--------------|---------------|
| ML.191 | Italian Language (1) | 3 | |
| ML.192 | Italian Language (2) | 3 | ML.191 |
| ML.196 | Intensive Course in Italian | 6 | ML.191 |
| ML.291A | Comprehension and Writing (1) | 3 | ML.191 |

+ (6) elective credit hours chosen from 200+as follows

| | | | |
|---------|---|---|--------|
| ML.292A | Comprehension and Oral Expression (1) | 3 | ML.191 |
| ML.293A | Comprehension and Writing (2) | 3 | ML.191 |
| ML.294A | Comprehension and Oral Expression (2) | 3 | ML.191 |
| ML.296A | Contemporary Italian Language and Culture | 3 | ML.191 |
| ML.297 | Advanced Grammar | 3 | ML.191 |
| ML.298A | Introduction to Reading and Analyzing Italian Texts | 3 | ML.191 |
| ML.299 | Italian Phonetics | 3 | ML.191 |
| ML.391 | Introduction to Translation from Italian into Arabic and Vice Versa | 3 | ML.191 |

Hebrew language courses: ((21) credit hours)

| Course No. | Course Title | Credit Hours |
|------------|--|--------------|
| HL 101A | Introduction to Hebrew Language | 3 |
| HL 102A | Hebrew textual and trams | 3 |
| HL 103A | Readings and Comprehended | 3 |
| HL 104A | Dialogue and conversation in Modern Hebrew | 3 |
| HL 211 | Hebrew Grammar | 3 |
| HL 241 | Translation from Hebrew into Arabic | 3 |
| HL 341 | Translation from Arabic into Hebrew | 3 |

Course Description:

TM 100 Hospitality Terminology in English (3 credit hours):

This course focuses on the language and professional skills required for the students to perform effectively in their prospective careers. Moreover, it promotes students' academic skills so that they can cope with the academic studies in their departmental courses, and equips them with general and specific English terminology and expressions which will help them function efficiently in their field.

TM 101 An Introduction to International Tourism (3 credit hours):

This course discusses the concepts of tourism, its elements, its development, and the importance of international tourism, tourism demand and supply. It also explains the international and regional tourism organisation, tourism statistics, and tourism facilities and services.

HM 101 An Introduction to International Hospitality (3 credit hours)

This course welcomes students into the exciting and diverse hospitality industry. While providing an understanding of the scope and complexity of the industry, the course covers key hospitality issues, management definitions, and career opportunities available in restaurants, hotels, beverages operations, entertainment centres, cruise lines, and countless other hospitality and tourism businesses.

TM 102 Tourism in Jordan (3 credit hours)

This course discusses the development of the tourism product in Jordan, its main dimensions and elements, tourism patterns, economic, socio-cultural, and environmental impacts, and tourism facilities and services in Jordan. It also explains the organizational, legislative and ethical aspects of tourism business in Jordan.

TM 103 Jordan's Archaeology through the Ages (3 credits):

This course covers the remains of past civilisations in Jordan since pre-history including the Greek, Nabataean, Roman, Byzantine and Islamic Periods until today. The course explains the impact of archaeology upon tourism development and the influx of tourists to Jordan.

TM 105 Research Methods for Tourism and Hospitality (3 credit hours)

This course presents the fundamentals of the research process; it deals with theories and research findings from the behavioral sciences. It teaches student how to conduct research in hospitality. It also provides the student with the different tactics and techniques used in designing methodologies.

TM 110 Communication Skills in Tourism (3 credit hours):

This course explains the communication process and media, the verbal and non-verbal communication skills, intercultural communication and interaction, presentation and F&B skills. It also deals with personal and interpersonal skills, team building, guest courtesy, and how organizations should respond to diversified tourist needs.

TM 120 Ancient Archaeology in Jordan (3 credit hours):

This course deals with the Stone, Bronze and Iron Age civilizations in Jordan .It displays the nature of settlements in these periods through the recovered archaeological remains in numerous sites. It also includes the development of the earliest towns, the main Bronze and Iron age sites such as Jawa, Kherbet Al zairakon, Bab ad-Dra'a', Pella, Tel Der Alla, Amman , and others.

TM 200 Tourism Theories (3 credit hours):

This course covers all of the aspects related to the theories explaining the tourism trends and behaviours in the industrial and developing societies, particularly those related to travel motives, decisions, destination selection, economic and social impacts of tourism, and tourism future trends.

HM 201 Hotels and Restaurants Management (3 credit hours):

This course provides an overview of the hospitality and tourism industries and the structure of a variety of classes of hotels and restaurants. Students learn how hotels, restaurants, resort and other hospitality establishments functioning as businesses and the roles of sales, marketing and quality management. An introduction to human resources management and supervision, and a survey of career paths accompany the overview, in addition to introduction to personal career development.

TM 202 Managing Travel Agencies (3 credit hours)

This course covers the concept of travel agencies and tourism intermediaries; the importance, functions, organization, management of travel agencies; planning travel agency operations; the process of organizing and marketing individual and group tours; and the relationship between travel agencies and the other tourism activities.

TM 212 MICE Tourism (3Credit hours)

This course provides students with a comprehensive knowledge to organise meetings, conferences and events. The course focuses on the development in MICE tourism in terms of size , value, trends and growth in international MICE Tourism destinations and in Jordan as a MICE destination

TM 216 Tourism Products in Jordan (3 Credit hours)

This course covers the most important tourism products in Jordan and their distribution in the kingdom as well as their characteristics including cultural religious, therapeutic and MICE tourism.

TM 215 Tourist's Psychology (3 credit hours):

This course covers the analysis and interpretation of tourists and employees behaviour in tourism. introduces the main concepts related to tourists, where they explore their tourist destination, and the interaction between tourists and the destination, including local communities. It also covers the understanding of tourists' perceptions, motivations, and psychological influencing factors as well as related theories.

TM 220 Classical Archaeology in Jordan (3 credit hours):

This course deals with the Hellenistic, Roman, and Byzantine archaeology in Jordan including the alliance of the ten cities in northern Jordan. Students are expected to comprehend the main features of the architecture and art of these periods. Emphasis will be paid particularly to Jerash, Umm Qais, Amman, Abila, Pella, Madaba and their suburbs. The course will also include field visits to the main museums in Jordan.

TM 222 Cultural Communication in Tourism and Hospitality

Of course covers different concepts such as the influence of culture on language and the relation ship between culture and body language (non- verbal), the influence of culture on communication stereotypes and Prejudices. The course stresses the importance of developing strategies to improve communication and cultural interaction international culture and experiences will be discussed in the course, where student are expected to understand and respect these culture in order to concentrate on cultured similar these , steed of discrepancies

TM 233 Tourism Strategic Planning

This course emphasises on the concepts, objectives and the importance of Tourism strategic planning. It stresses also the types if tourism strategic planning, the process of strategic planning development and tourism marketing the course will demonstrate same international and natural experiences regarding tourism planning.

TM 291 Tourism Legislation and Ethics (3 credit hours):

This course is interested in the definition of the most important laws and regulations of international and domestic tourism for events and tourist activities such as hotels, restaurants, transportation companies and travel agencies, and their effects on tourism development and the need to keep pace with developments in international tourism. Also the course focuses on the duties and responsibilities of each side and the relationship among the various parties in the tourism network including tourists, workers, investors, and the destinations.

TM 293 Tourism and Hospitality Statistics (3 credit hours):

This course teaches students the basics and applications of statistics in tourism and hospitality like calculating hotel room/bed occupancy rates, seat turnover in restaurants, the purchasing of airline and transport companies. It covers also market segmentation and the development of tourism traffic and activities, average length of stay (ALS), and the changes in the tourism markets and related revenue. Students are expected to learn how to use statistical data in managing tourism and hospitality establishments in a competitive manner.

TM 310 The Art of Tourism Guidance (3 credit hours):

This course involves the concept of the tour guide, types of tour guides, their functions, roles, importance, as well as their relationship to other tourism activities, successful guiding techniques (technical and personal), guiding tools and techniques , and the future of tour guides.

TM 311 Geography of Jordan and its Geology (3 credit hours):

This course covers geographical distribution, the Jordanian geographical regions from a tourist perspective, and the geological nature and diversity as a tourist attraction in Jordan.

TM 319 Managing MICE Tourism:

This course demonstrates the horizons and typology of MICE market and explains what is necessary to fulfil the needs of MICE tourists in order to provide better services. Students are expected to understand how to create and produce those events (MICE) and to analyse the factors influencing the success of MICE tourism such as the organisational structure and tourism crisis management.

TM 320 Nabataea's Archaeology in Jordan (3 credit hours):

This course covers the main features of Nabataean archaeology in Jordan, the main characteristics of Nabataean art and architecture, the main Nabataean settlements such as Petra, Kherbit El Dharih, Kherbit El Tanour, Wadi Rum, and Umm El Jimal. It also includes a description of the main artistic and architectural contents of such sites. There will be field visits to Petra and its museums during the course.

TM 330 Tourism and Local Community (3 credit hours):

This course provides students with the knowledge of how tourism contributes to and benefits local communities especially the indigenous people in rural and remote areas. This contribution takes the form of employment generation, participation in rural destination development, increasing the tourism expenditures by tourists and tourism business and activities, economic diversification and upgrading the tourism infrastructure.

TM 350 Field Training (6 credit hours):

This course includes field visits to the main tourist attractions in Jordan under academic supervision and in cooperation with Jordan's Tour Guides Association. Students are expected to play the role of the tour guides by presenting tourism information to his/her colleagues and tourist groups in the presence of an academic supervisor and a licensed tour guide. Students will be encouraged to travel abroad in coordination with the embassies, universities, and other organizations to acquire language skills and a deep knowledge on the cultural aspects in their field of specialization.

TM 351 Managing Cultural Heritage Sites

This course presents information on the basics and rules followed in managing cultural heritage sites. It includes discussion of the identification, documentation, interpretation, presentation, development, marketing, and management of cultural heritage sites in a way that assures their sustainable development.

TM 353 E-Tourism (3 credit hours)

This course explores strategic marketing in an electronic environment. An examination of alternative ways to promote banner ads, use customer profiles, and attract and maintain e-customers is discussed. It investigates supply chain management and leveraging the Internet and other electronic media such as e-mail advertising, search engine placement, and tracking results with online surveys. Students learn how to close an online sale and the role of intermediaries in it. This course also explores the global challenges confronting internet marketing, information technology, and the ability to create a competitive advantage via electronic commerce.

TM 361 Ecotourism in Jordan (3 credit hours):

This course shows the natural, biological and climatic diversity of Jordan. It also studies the attraction factors nature including the fauna and flora, and climatic diversity. It also presents examples of the nature attraction sites in Jordan such as the Dead Sea, Rum Valley and the Jordanian Desert.

HIS 376 Modern and Contemporary History of Jordan (3 credit hours):

This course demonstrates the history of Jordan in the late of the Ottoman Period, the Arab Revolt, and the World I and II, and the influence of those events on the creation of Jordan in 1921. The course dates the political, economic, social and cultural developments in Jordan since 1921 until now.

HM 381 Human Resource Management in International Hospitality (3 credit hours)

This course will concentrate on providing an in depth view of the various aspects of human resource management in the hospitality industry. It outlines all the prerequisites necessary for successful human resource management within an organization: planning, communication, training, performance appraisal, group dynamics and organizational change.

TM 385 Marketing for Tourism and Hospitality (3 credit hours):

This course will concentrate on providing an in depth view of the various aspects of tourism and hospitality marketing as an international business. It will emphasize the nature, scope and significance of tourism and hospitality marketing and explore marketing as a philosophy of tourism and hospitality operations, a way of tourism and hospitality business life, and an activity pervading all tourism and hospitality decisions and actions. In addition, the course focuses on teaching the basics of marketing strategies along with segmentation and marketing mix.

TM 401 Museology (3 credit hours):

This course presents museum development, basic museum theories, considers the museum as one of the main pillars for tourism development, and focuses on the programs implemented by museums, especially public awareness programs and the role of museums in presenting and preserving cultural heritage.

TM 420 Islamic Archaeology in Jordan (3 credit hours):

This course explains the main archaeological remains related to the Islamic period starting from the Umayyad until the Ottoman period. It entails religious, civic, military, and service architecture represented in mosques, palaces, castles, khans, baths, and Islamic shrines.

TM 430 Ancient Writing Topics in Jordan (3 credit hours):

This course discusses of the main topics that have been dealt with by ancient writings in Jordan, whether Aramian, Moabite, Amonite, Edomite, Nabataean, Greek, Latin, ancient northern Arabian (Thamodian and Safawi) or Islamic. Ancient writings available at the main archaeological sites will be explained as part of the subjects.

TM 431 Tourism Transportation

This course demonstrates the historical development of tourism transportation. It introduces the different modes of tourism transportation (air, land and sea) in terms of its important, characteristics and usage in tourism development. The course considers the organization and legislations in tourism transportation in Jordan.

TM 435 Inter-Religious Dialogue and Cooperation (3 credits):

This course intends to identify and define the concept of religion and its necessity to society, to present various theories about the origins of religion. The study of Judaism, Jewish history and its impact on Jews faith, The faith of the Jewish Torah, what the Jewish faith also tells us about the Koran, the Holy Books of the Jews; the study of Christianity: the definition of the Holy Books, the major assets to the doctrine of Christianity, the Holy Synods and its impact on Christians, Christians in the Holy Quran.

Interfaith dialogue may focuses on religious issues with different religions, such as issues of divinity, of the apostles, of divine books, secularism and the relationship of religion and politics, reality and relationships of peoples to each other, freedom of expression and belief. The discussed is coming to an agreement on common issues or discussions, such as fighting terrorism in all its forms, the killing of innocent civilians, the destruction of public facilities, and military occupation of the states, or the prevention the killing in all forms of clinical death, such as euthanasia, abortion, or the conviction from insulting religions, the prophets and the apostles, and holy matters.

TM 450 Interpretation and presentation of Heritage Sites (3 credit hours):

This course aims to provide students with methods of making heritage sites and resources as tourism destinations to boost the influx of tourists to the destination. The course focuses on the tourist experience as the core of interpretation, planning and management process of these sites for tourism purposes. The course will provide students with the latest cases and examples of interpretation and presentation.

TM 451 Tourism Information Systems (TIS) (3 credit hours):

This course discusses the concept of TIS, the use of TIS in hotels and restaurants (Fidelio), and the use of TIS in travel agencies (Galileo) and GIS.

TM 452 Sustainable Tourism (3 credit hours):

This course explains the concepts, components, and dimensions of tourism sustainability. It also discusses the role of governmental and private organizations, the local community, NGOs, and other stakeholders in sustainable tourism development. It sheds light on how to implement and evaluate sustainable tourism strategies, and the importance of involving local communities in tourism activities and operations.

HM 483 Total Quality Management in Hospitality (3 credit hours):

This course intends to draw together the several disciplines on which hospitality administration is based. It examines operational reality through field observation with the aim of improving guest satisfaction, decision making, and productivity. The course explores areas such as: Why traditional management theories do not fit today's hospitality industry, how a

company's service strategy relates to guests' perceptions of value and critical moments of truth and why team-building is a high priority for many hospitality organizations. The course also focuses on the importance and applications of TQM in hospitality.

HM 481 Hospitality Training Management (3 credit hours)

This course will concentrate on providing an in depth view of the various aspects of training and development within the hospitality industry. It offers practical insight into the need and requirement for various kinds of training, the methodology used and the varied audience this may be directed towards.

TM 485 Consumer Behaviour in the Tourism Hospitality Industry (3 credit hours):

This course presents theoretical and applied case analysis to consumer behaviour, including psychological, social, economic, and political foundations in consumer activities. In addition to understanding buying behaviour in the hospitality business, this course explores the products, services, and consumption activities which contribute to the broader social world from a multi-cultural perspective.

TM 490 Graduation Project (3 credit hours):

This course has two main parts: The first involves field training in one of the tourism organizations and activities in Jordan, such as travel agencies, tour guides associations, tourist hotels, etc. The second involves carrying out and presenting a field project displaying the activities carried out by students throughout the training period under academic supervision.

HM 495 Selected Topics in Hospitality (3 credit hours)

This course contains variable content that addresses timely and complex issues of the hospitality industry from a variety of disciplines or intellectual domains. This course provides students with knowledge and skills that are not formally part of the curriculum.

TM 499 Special Topics in Tourism Guidance (3 credit hours):

The instructor specifies the contents of the course after the approval of the Department.

SH IS 130A Special Issues in Islamic Faith (3 credit hours):

This course is tailored to tourism students. The aim of the course is to build a better understanding of Islamic religion and Sharia. The course gives much emphasises on the issues about Islam raised by tourists to be understood by tourism student especially tour guides. Cultural and social traditions of the Jordan Surety and are discussed in the course.

Faculty of Tourism and Hotel Management

Department of Hotel Management

Study Plan for BA in Hotel Management

BA degree in Hotel Management is awarded upon completion of the following requirements:

First: The University requirements to award bachelor degrees No. (6) 2008 issued according to the bylaws of the Degrees Statute No. (76) 1976.

Second: University requirements, 27 credit hours divided into 21 compulsory credit hours and 6 elective credit hours.

Third: The faculty requirements, 18 compulsory credit hours distributed as follows:

| Course No. | Course Title | C.H | Prerequisite |
|------------|--|-----|--------------|
| TM 100 | English for Tourism and Hospitality Purposes | 3 | |
| TM 101 | An introduction to International Tourism | 3 | |
| HM 101 | An introduction to International Hospitality | 3 | |
| TM 102 | Tourism in Jordan | 3 | |
| TM 105 | Research methods for Tourism and hospitality | 3 | |
| TM110 | Communication Skills in Tourism | 3 | |

Fourth: The department requirements, 87 credit hours distributed as follows:

A- Obligatory courses (81) credit hours distributed as follows:

| Course no. | Course Title | C.H | Prerequisite |
|------------|---------------------------------------|-----|----------------|
| TM 103 | Jordan's Archaeology through the Ages | 3 | |
| HM 211 | Room Division Management I | 3 | HM 101 |
| HM 231 | Nutrition Management | 3 | HM 101 |
| HM 233 | Food production I | 3 | HM 101 |
| HM 237 | Food and Beverage Services | 3 | HM 101 |
| HM 235 | Food and Beverage Management | 3 | HM 101 |
| HM 241 | Special Foreign Language I *** | 3 | |
| HM 251 | Special Foreign Language II | 3 | HM 241 |
| HM 261 | Special Foreign Language III | 3 | HM 341 |
| HM 291 | Hospitality Management Internship I | 3 | HM 235 |
| TM 293 | Tourism and Hospitality Statistics | 3 | TM 101, HM 101 |
| HM 311 | Room Division Management II | 3 | HM 211 |
| TM 319 | Conventions Management | 3 | HM 212 |
| HM 333 | Food Production II | 3 | HM 233 |

| | | | |
|--------|--|---|----------------|
| HM 335 | Food Sanitation and Safety | 3 | HM 235 |
| HM 337 | Food and Beverage Cost Control | 3 | HM 333 |
| HM 375 | Material Management in Hospitality | 3 | HM 101 |
| HM 381 | HRM in International Hospitality | 3 | HM 101 |
| TM 385 | Marketing for Tourism and Hospitality | 3 | TM 101, HM 101 |
| HM 391 | Hospitality Management Internship II | 3 | HM 291 |
| HM 431 | Restaurant Management | 3 | HM 232 |
| HM 451 | Hospitality Information System | 3 | HM 337 |
| HM 455 | Menu Planning | 3 | HM 333 |
| HM 483 | Total Quality Management in Hospitality | 3 | HM 101 |
| TM 485 | Consumer Behaviour in the Tourism Hospitality Industry | 3 | HM 385 |
| HM 491 | Hospitality Management Internship III | 3 | HM 391 |
| HM 499 | Graduation Project | 3 | HM 491 |

*** French/Spanish/Russian /Italian/German, or other foreign languages subject to the approval of the department.

B- Elective Courses (6) Credit Hours to be selected from the following subjects:

| Course no. | Course Title | C.H | Prerequisite |
|-------------------|--|------------|---------------------------|
| HM 201 | Hotels and Restaurants Management | 3 | HM 101 |
| TM 212 | MICE Tourism | 3 | |
| TM 216 | Tourism Products in Jordan | 3 | TM 102 |
| TM 202 | Management of Travel Agencies | 3 | TM 101, HM 101 |
| HM 210 | Advanced Hospitality Interpersonal Skills | 3 | HM 100 |
| HM 215 | International Cuisine | 3 | HM 101 |
| TM 222 | Intercultural Communication in Tourism and Hospitality | 3 | HM 101 |
| HM 221 | Reservation Management | 3 | HM 211 |
| HM 232 | Catering Theory | 3 | HM 101 |
| HM 243 | Hotels' Equipment | 3 | HM 101 |
| TM 310 | The Art of Tourism Guidance | 3 | |
| TM 353 | E-Tourism | 3 | TM 101, HM 101, TM 385 |
| TM 361 | Eco-tourism in Jordan | | |
| HM 373 | Kitchen Management | 3 | HM 233 |
| TM 452 | Sustainable Tourism | | |
| HM 387 | Hospitality Cost Accounting | 3 | HM 101 |
| TM 431 | Tourism Transportation | | |
| HM 439 | Fast Food Operations Management | 3 | HM 233 |
| HM 443 | Restaurant Design and Layout | 3 | HM 431 |
| HM 473 | Managing Small and Medium Enterprises in Hospitality | 3 | HM 101 |
| HM 481 | Hospitality Training Management | 3 | HM 381 |
| HM 487 | Hospitality Financial Decision Making | 3 | HM 337 |
| HM 495 | Selected Topics in Hospitality | 3 | HM 101 |
| TM 499 | Special Topics in Tour Guidance | 3 | TM 310 |

Course Description

TM 100 : Hospitality Terminology in English (3 credit hours)

This course focuses on the language and professional skills required for the students to perform effectively in their prospective careers. Moreover, it promotes students' academic skills so that they can cope with the academic studies in their departmental courses, and equips them with general and specific English terminology and expressions which will help them function efficiently in their field.

TM 101 An Introduction to International Tourism (3 credit hours):

This course discusses the concepts of tourism, its elements, its development, and the importance of international tourism, tourism demand and supply. It also explains the international and regional tourism organisation, tourism statistics, and tourism facilities and services.

HM 101 An Introduction to International Hospitality (3 credit hours)

This course welcomes students into the exciting and diverse hospitality industry. While providing an understanding of the scope and complexity of the industry, the course covers key hospitality issues, management definitions, and career opportunities available in restaurants, hotels, beverages operations, entertainment centres, cruise lines, and countless other hospitality and tourism businesses.

TM 102 Tourism in Jordan (3 credit hours)

This course discusses the development of the tourism product in Jordan, its main dimensions and elements, tourism patterns, economic, socio-cultural, and environmental impacts, and tourism facilities and services in Jordan. It also explains the organizational, legislative and ethical aspects of tourism business in Jordan.

TM 103 Jordan's Archaeology through the Ages (3 credits):

This course covers the main archaeological sites in the ancient, classical, Nabataean, and Islamic periods in Jordan.

HM 105 Research Methods for Tourism and Hospitality (3 credit hours)

This course presents the fundamentals of the research process; it deals with theories and research findings from the behavioral sciences. It teaches student how to conduct research in hospitality. It also provides the student with the different tactics and techniques used in designing methodologies.

TM 110 Communication Skills in Tourism (3 credit hours):

This course explains the communication process and media, the verbal and non-verbal communication skills, intercultural communication and interaction, presentation and F&B skills. It also deals with personal and interpersonal skills, team building, guest courtesy, and how organizations should respond to diversified tourist needs

HM 201 Hotels and Restaurants Management

This course provides an overview of the hospitality and tourism industries and the structure of a variety of classes of hotels and restaurants. Students learn how hotels, restaurants, resort and other hospitality establishments functioning as businesses and the roles of sales, marketing and quality management. An introduction to human resources management and supervision, and a survey of career paths accompany the overview, in addition to introduction to personal career development.

TM 202 Managing Travel Agencies (3 credit hours)

This course includes the concept of travel agencies and tourism intermediaries, importance, functions, organization, management of travel agencies, planning travel agency operations, the process of organizing and marketing individual and group tours, and the relationship between travel agencies and other tourism activities.

HM 210 Advanced Hospitality Interpersonal Skills (3 credit hours)

This course explains the importance of the development of interpersonal skills in team building and customer care in the hospitality industry. It demonstrates how hospitality organisations respond to a wide variety of customer needs, and gives examples of operating a customer care policy and assessing its effectiveness. The main emphasis is placed on the strategies necessary for effective professional communication.

HM 211 Room Division Management I (3 credit hours)

This course is divided into two parts: the first section presents a systematic approach to front office procedures by detailing the flow of business through a hotel (guest cycle), including the guest stay. It also explains the function and operation of the various systems, forms, equipment, and computer applications found in the front office. In addition it explains the job specifications and the job description for the front office staff, and the relationship between the front office and the other departments within the hotel. The second part identifies the functions and responsibilities of the communication centre in the hotel.

TM 212 MICE Tourism (3Credit hours)

This course provides students with a comprehensive knowledge to organise meetings, conferences and events. The course focuses on the development in MICE tourism in terms of size , value, trends and growth in international MICE Tourism destinations and in Jordan as a MICE destination

HM 215 International Cuisine (3 credit hours).

This course concentrates on giving students both theoretical and practical knowledge in the kitchen. It also gives students the chance to prepare different food items from different cultures.

TM 216 Tourism Products in Jordan (3 Credit hours)

This course the most important tourism products in Jordan and their distribution in the kingdom as well as their characteristics including cultural religious, therapeutic and MICE tourism.

TM 222 Intercultural Communication in Tourism and Hospitality (3 credit hours)

Students examine their own cultural background and how this influences face-to-face interaction. Major concepts that will be addressed include the influence of culture, the relationship between language and culture, equivalence issues in translation, nonverbal communication and culture, cultural influences on context, stereotyping and prejudice, and developing strategies for improved, intercultural communication. Different international cultures are discussed in an interactive class context. Students are expected to understand and respect visitors' cultures and look for similarities instead of differences among cultures.

HM 221 Reservation Management

This course focuses on the importance of reservation departments in tourism and hospitality and its relationship with the other departments. It covers reservation management, the type of guest, the period of stay, and the policies of accepting, confirming, and cancelling bookings in a way that maximizes revenue. It also covers the reservation relationships among the different tourism activities such as hotels, TAs, /TOs, and transport companies.

HM 231 Nutrition Management and Group Feeding (3 credit hours)

This course introduces students to various venues in which catering services can be offered, and presents an overview of the functions, processes, and controls found in successful catering management and operations. In addition, it will enable a better understanding of food nutrition and its components. Topics include carbohydrates, protein, fat, vitamins, minerals, water, nutrition throughout life, fiber, fast foods, and popular facts and fallacies. The course also covers the various ways to feed different groups with different needs, such as people diabetes and high blood pressure.

HM 232 Catering Theory (3 credit hours)

This module will look at the principles of food and beverage catering. It enables students to learn the classical skills of the culinary arts and the Accompanying theory.

HM 233 Food Production I (3 credit hours)

This course serves as an introductory course in food production for hospitality managers. Students will explore basic cooking techniques, the preparation of utensils and equipment,

and product evaluation. This is an interactive lab course giving students the opportunity to use a hands-on approach to cooking.

HM 237 Food and Beverage Service

Students will engage in the theory and practice of service fundamentals. Basic service styles, such as French, Russian, and American service will be taught along with the management functions as they pertain to customer service.

HM 235 Food and Beverage Management (3 credit hours)

This course is a comprehensive review of operations pertaining to food and beverage management. The course studies the classification, production, identification, and service of F&B in hospitality. Students will examine various cares, responsibilities, management issues, and operations as they pertain to food and beverage.

HM 241 Special Foreign Language I (3 credit hours)

This course is an introduction to a special foreign language for hospitality, with emphasis on practicing intonation, pronunciation, the use of basic grammar. The course stresses usage and grammar through exercises focused on general subjects related to tourism and hospitality.

HM 243 Hotel Equipment Management (3 credit hours)

This course identifies the different furniture fixtures and equipment needed in establishing the various restaurants. It covers furniture and equipment needed in the kitchen area (cold and hot), restaurants, the housekeeping department, and all other areas in the hotel. It also teaches student the basic methods applied to preventive maintenance of a equipment.

HM 251 Special Foreign Language II (3 credit hours)

The course focuses on the language and professional skills required for the students to perform effectively in their prospective careers. The major priority throughout course is to improve students' speaking, reading, writing and listening skills. Practice takes the form of short conversations related to tourism and hospitality.

HM 261 Special Foreign Language III (3 credit hours)

This course is designed enhance students' advanced reading, speaking, writing and listening skills. The students' reading skills will be developed through authentic subject-specific texts and articles. The students' writing skills will be enhanced through articles for commentary writing, essay writings, letters of application and project writing. Moreover, students will practice their speaking skills in effective oral communication, which is to be tested through oral presentations and discussions.

HM 291 Hospitality Management Internship I (3 credit hours)

This course provides an opportunity for the student to complete a cross training program in the hospitality industry. Emphasis is placed on meeting the needs of both the student and the hospitality operation offering the management internship. Students must complete 200 hours of internship work and acquire a basic but comprehensive idea on hospitality operations under academic supervision, subject to the approval of the department.

TM 293 Tourism and Hospitality Statistics

This course teaches students the basics and applications of statistics in tourism and hospitality like calculating hotel room/bed occupancy rates, seat turnover in restaurants, airline companies, and transport companies. It covers also market segmentation and the development of tourism traffic and activities, the ALS, and the changes in the tourism markets and related revenue. Students are expected to learn how to use statistical data in managing tourism and hospitality establishments in a competitive manner.

TM 310 The Art of Tourism Guidance (3 credit hours):

This course involves the concept of the tour guide, types of tour guides, their functions, roles, importance, as well as their relationship to other tourism activities, successful guiding techniques (technical and personal), guiding tools and techniques , and the future of tour guides.

HM 311 Rooms Division Management II (3 credit hours)

This course is divided into two parts: the first part is concerned with the reservation, the nature and the types of reservations, the main functions and responsibilities of the reservation department. The second section is concerned with housekeeping management. It presents a systematic approach to managing housekeeping operations and provides a thorough overview, from the big picture of maintaining a quality staff, planning, and organizing the department, to the technical details of cleaning each area of a hospitality facility. It draws the organization chart for the department, identifying the description for the staff in the department.

TM 319 Managing MICE Tourism: (3 credit hours)

This course demonstrates the horizons and typology of MICE market and explains what is necessary to fulfil the needs of MICE tourists in order to provide better services. Students are expected to understand how to create and produce those events (MICE) and to analyse the factors influencing the success of MICE tourism such as the organisational structure and tourism crisis management.

HM 333 Food Production II (3 credit hours)

This course serves as an intermediate course in food production for hospitality managers. Students will build upon skills and knowledge gained in Food Production I and prepare more advanced menu offerings. This is an interactive lab course, giving students the opportunity to use a hands-on approach to cooking in almost every class meeting. The course examines the chemical and physical changes that take place as food is processed and prepared for consumption. Students apply these principles in the food service laboratory where food is prepared.

HM 335 Food Sanitation and Safety (3 credit hours)

Covers the principles and practices of sanitation and hygiene as applied to the food service industry, emphasizing the training of supervisory personnel in sanitation procedures. After completing the course, students should have an acute awareness of the impact of emerging food industry segments on food safety, importance of establishing documented HACCP programs from the corporate boardroom to the kitchen floor, development of food specifications, and the selection and qualification of suppliers.

TM 361 Eco-tourism in Jordan (3 credit hours):

This course shows the natural, biological and climatic diversity of Jordan. It also studies the attraction factors nature including the fauna and flora, and climatic diversity. It also presents examples of the nature attraction sites in Jordan such as the Dead Sea, Rum Valley and the Jordanian Desert.

HM 337 Food & Beverage Cost Control (3 credit hours)

This course will concentrate on providing an in depth view of the various aspects of food and beverage cost control. The course will review the cost control methodology used within the four major expense categories, namely, food, beverage, labour and other expenses. The course will also explore the impact of purchasing, receiving, inventory control and standardized recipes on cost control. It also covers inventory control procedures, the determination of inventory cost and efficient space utilization with an emphasis on preparation of daily cost reports and monthly cost summaries.

TM 353 E-Tourism (3 credit hours)

This course explores strategic marketing in an electronic environment. An examination of alternative ways to promote banner ads, use customer profiles, and attract and maintain e-customers is presented. It investigates supply chain management and leveraging the Internet and other electronic media such as e-mail advertising, search engine placement, and tracking results with online surveys. Students learn how to close an online sale and the role of intermediaries. This course also explores the global challenges confronting internet marketing, information technology, and the ability to create a competitive advantage via electronic commerce.

HM 373 Kitchen Management (3 credit hours)

This course discusses the methods and tools used in the kitchen work in order to increase the efficiency of working in kitchen to keep a safe environment for personnel as well as providing value added for guests . The course demonstrates the job skills to manage people in the kitchen.

HM 375 Material Management in Hospitality (3 credit hours)

This course provides students with the necessary principles of food and beverage purchasing and raw material stools and equipments. The course emphasises on product specifications, supplier selection orders and inventories.

HM 381 Human Resource Management in International Hospitality (3 credit hours)

This course will concentrate on providing an in depth view of the various aspects of human resource management in the hospitality industry. It outlines all the prerequisites necessary for successful human resource management within an organization: planning, communication, training, performance appraisal, group dynamics and organizational change.

TM 385 Tourism and Hospitality Marketing (3 credit hours)

This course will concentrate on providing an in depth view of the various aspects of tourism and hospitality marketing as an international business. It will emphasize the nature, scope and significance of tourism and hospitality marketing and explore marketing as a philosophy of tourism and hospitality operations, a way of tourism and hospitality business life, and an activity pervading all tourism and hospitality decisions and actions. In addition, the course focuses on teaching the basics of marketing strategies along with segmentation and marketing mix.

HM 387 Hospitality Cost Accounting (3 credit hours)

This course emphasizes basic concepts and fundamentals of cost accounting. It introduces students to business organizations and activities, the accounting cycle, generally accepted accounting principles, the nature of cost, different types of costs in hospitality, the elements of financial statements, and the preparation of financial statements. It also covers the theoretical framework of accounting measurement and valuation and the reporting of assets, liabilities, and stockholders 'equity, the balance sheet income statement and the work sheet. Finally, it teaches students how to achieve a breakeven point in the business.

HM 391 Hospitality Management Internship II (3 credit hours)

This course provides an opportunity for the student to complete a relevant internship in a specialized area of the hospitality and tourism industry. Emphasis is placed on meeting the needs of both the student and the hospitality operation offering the management internship.

Students must complete 400 hours of internship work in a specialized area and acquire in-depth knowledge and skills in a specific field under academic supervision.

HM 431 Restaurant Management (3 credit hours).

This course will emphasize the nature, scope, and significance of restaurant management within the hospitality industry. The class will provide insight into the operation of a well-run restaurant, including restaurant planning, organization, staffing, coordination of operations, and budgeting.

TM 431 Tourism Transportation

This course demonstrates the historical development of tourism transportation. It introduces the different modes of tourism transportation (air land and sea) in terms of its important characteristics and usage in tourism development. The course considers the organization and legislations in tourism transportation in Jordan.

HM 439 Fast Food Operations Management (3 credit hours)

This course provides information for food and hospitality employees on fast food operations. The fast food management was developed to assist fast food personnel to be able to operate in a more profitable and businesslike manner. During the course, students will examine a range of topics enabling them to understand the broad range of tasks required to be successful in running a fast food outlet. Also, this course is designed for students who wish to gain an understanding of how to plan, establish and run a successful fast food outlet.

HM 443 Restaurants' Design and Layout (3 credit hours).

This course will tackle the elements of packaging the restaurants or food service outlets to suit the specific needs of restaurants and its customers. The course also covers different tactics in designing the restaurants' front and back of the house, layout of the restaurants to its kitchen, the restaurant's view, space requirements and design, and finally, equipment and furniture selection and arrangement.

HM 451 International Hospitality Information System (3 credit hours)

This course introduces the basic and specific use of computers in the hospitality industry; provides hands-on use and knowledge of software and information systems used in the various hospitality industry operations.

TM 452 Sustainable Tourism (3 credit hours)

The course explains the concepts of sustainability, its pillars and the role public and private organisation, NGOs and the local community in tourism sustainability development. The course emphasises the importance of involving the local community in tourism development.

HM 455 Menu Planning (3 credit hours)

The course will cover all the fundamentals of menu planning including: customer demographics, correlating menu listings with available equipment, recipe costing, how to develop selling prices, menu content & writing, menu layout & printing, table service menus, banquet menus, buffet, cafeteria, and cycle menus, and menu analysis.

HM 473 Managing Small and Medium Enterprises in Hospitality (3 credit hours)

The majority of hospitality enterprises all over the globe are classified as SMEs. Students are expected to learn the main types and features of such enterprises. The course also teaches the planning, organizing, directing and controlling of the operations of such enterprises.

HM 481 Hospitality Training Management (3 credit hours)

This course will concentrate on providing an in depth view of the various aspects of training and development within the hospitality industry. It offers practical insight into the need and requirement for various kinds of training, the methodology used and the varied audience this may be directed towards.

HM 483 Total Quality Management in Hospitality (3 credit hours):

This is an integrative course intended to draw together the several disciplines on which hospitality administration is based. The course examines operational reality through field observation with the aim of improving guest satisfaction, decision making, and productivity. It explores areas such as: why traditional management theories do not fit today's hospitality industry, how a company's service strategy relates to guests' perceptions of value and critical moments of truth and why team-building is a high priority for many hospitality organizations. The course focuses on the importance and applications of TQM in hospitality.

TM 485 Consumer Behaviour in the Tourism Hospitality Industry (3 credit hours):

This course presents theoretical and applied case analysis to consumer behaviour, including psychological, social, economic, and political foundations in consumer activities. In addition to understanding buying behaviour in the hospitality business, this course explores the products, services, and consumption activities which contribute to the broader social world from a multi-cultural perspective.

HM 487 Hospitality Financial Decision-Making (3 credit hours):

This course provides a basis for understanding the financial management principles and techniques particularly applicable to the hospitality industry. It is a study of financial systems and the company financial decision making approaches within this environment.

HM 491 Hospitality Management Internship III (3 credit hours)

This course is work-based learning experience for hospitality management students. Student intern placement will be dependent upon student preference and availability of participating

hospitality institutions. The intern is to complete a minimum of 200 hours of advanced managerial internship experience in a particular field of hospitality management.

HM 495 Selected Topics in Hospitality (3 credit hours)

This course contains variable content that addresses timely and complex issues of the hospitality industry from a variety of disciplines or intellectual domains. This course provides students with knowledge and skills that are not formally part of the curriculum.

HM 499 Graduation Project (3 credit hours)

This course highlights the importance of investigative research in academic studies and allows the student(s) to independently study an area of their interest. Given guidance throughout the stages of the research process the student(s) will produce a report and present their topic.

TM 499 Special Topics in Tourism Guidance (3 credit hours):

The instructor specifies the contents of the course after the approval of the Department